

R.J. REYNOLDS
TOBACCO COMPANY

May 1, 1998

Marty Washburn
National Account Manager-Wal*Mart

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To: All Region Operations Managers

Subject: Wal*Mart Channel Strips-Availablility
Item# 530615

Ladies & Gentlemen:

A new supply of Wal*Mart Channel strips have been allocated to all regions effective 4/23/98. Allocations by region are 80% of your store count as some stores already have the strips in place. Please view your region allocation and order to affected reps asap.

All strips are for self-service sets(clip-on). We do have a small supply of NSS strips available for stores that have removed the doors. You will have to submit requests for the NSS strips to my office for processing. NSS stores that still have doors can use the clip-strip.

If for some reason you cannot use the clip strips please tape the advertising piece within the clip strip on the fixture over RJR space. Explain to the store that the piece is authorized and should not be removed.

Each sku has 4 clip strips, with POS, in a tube. You can order individual tubes out to your reps based on 80% of their store count or as needed.

These strips should be placed during May and June coverage. Beginning in July, any store without the clip-strips is in non-compliance.

Please advise my office of any refusals/removals at store level for handling with Bentonville during the May/June period. 1-800-432-7578.

Thanks for your assistance.

Marty Washburn

cc: Fiori, AMO's, AVP's, RSM's

Sales	Retail
1221	1222
1222	1223
1223	
1224	
1225	
1226	
1227	
1228	SC
1229	MC PA
1240	
1244	RSM RBM

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